

## ORDER



KLAS

Orders	Order / Rev:	37667
	Alt Order #:	08887273
	Product Desc:	ISSUE
	Estimate:	2155
	Flight Dates:	10/28/12 - 11/05/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	Waterfront Strategies
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Avenue
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Senate Majority PAC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	26	\$54,500.00	\$46,325.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$54,500.00	\$46,325.00	0.00
<b>Totals</b>	26	\$54,500.00	\$46,325.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$54,500.00
Market	100%	\$181,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$45,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,083.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/29/12	11/02/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$1,000.00	LV1	0.00	NM	3	\$3,000.00
<b>EARLY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$1,000.00		0.00			
E 2	8	11/05/12	11/05/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00

